The Kings of Content Marketing:

What You Can Learn from the Best of the Best

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One of Today's Speakers:

www.spiralingupbook.com

Lee Frederiksen, Ph.D.
Managing Partner, Hinge Marketing
lfrederiksen@hingemarketing.com

Online Marketing for Professional Services
Coming Summer 2012

www.hingemarketing.com/newbook

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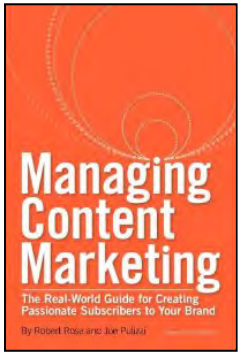
Content is King:

Good to Great Content Marketing

"Execute the content strategies in this book and watch your business grow."
GET CONTENT
Turn Prospects into Buyers with Content Marketing
GET CUSTOMERS
Joe Pulizzi and Newt Barrett
Foreword by Paul Gillin, author of Secrets of Social Media Marketing and The New Influencers


Managing Content Marketing
The Real-World Guide for Creating Passionate Subscribers to Your Brand
By Robert Rose and Joe Pulizzi

Joe Pulizzi (@juntajoe)

Founder, Content Marketing Institute

Co-Author, *Get Content Get Customers* and *Managing Content Marketing*

Agenda

- How content marketing impacts professional services firm growth and profitability
- What is the state of content marketing today
- Good vs. Great content marketing
- How to apply to your firm

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New Study for Professional Services

To download the report, visit
www.hingemarketing.com/library

500 firms

20
Top Experts

319
average employees

$53,929,835
average revenue

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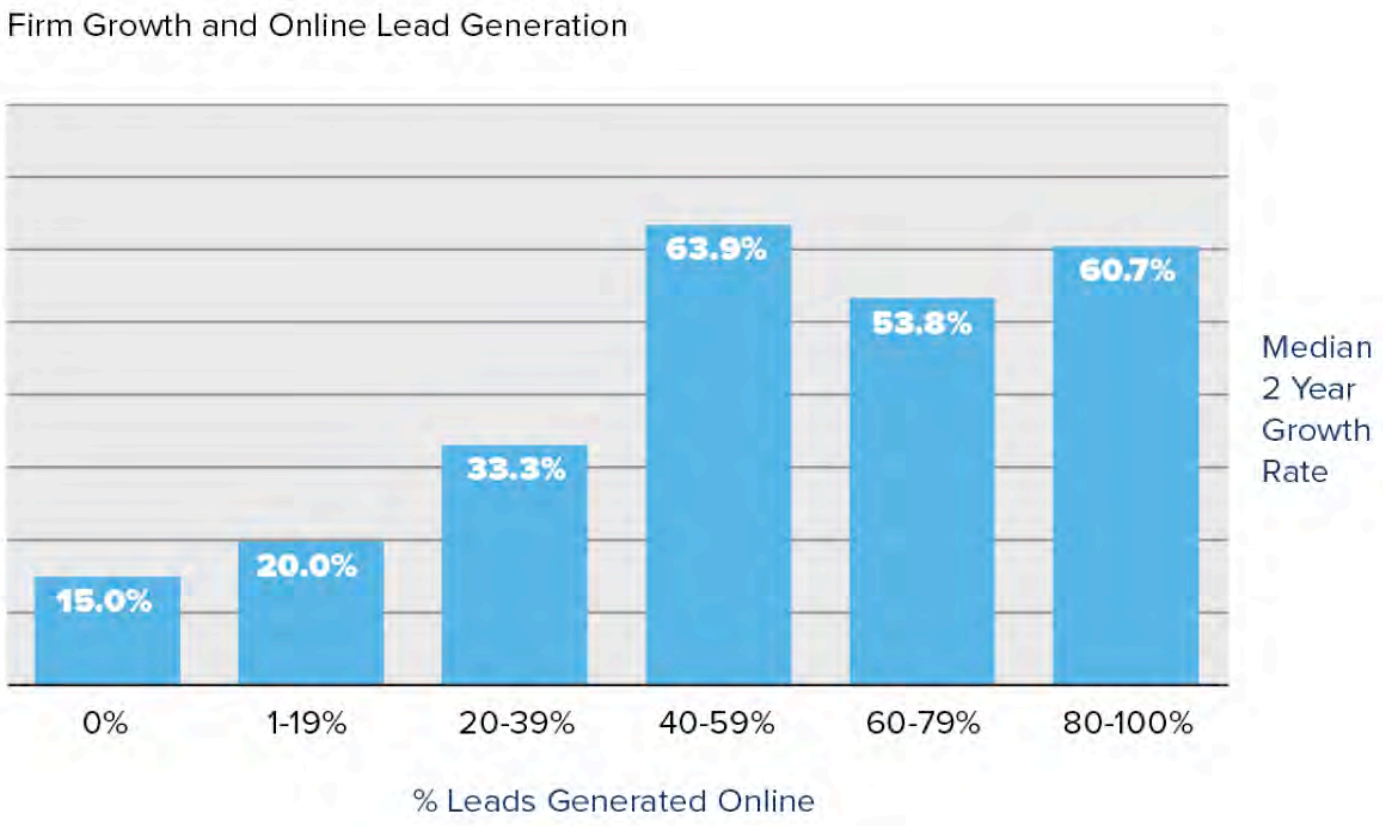
Why Online Marketing? Growth



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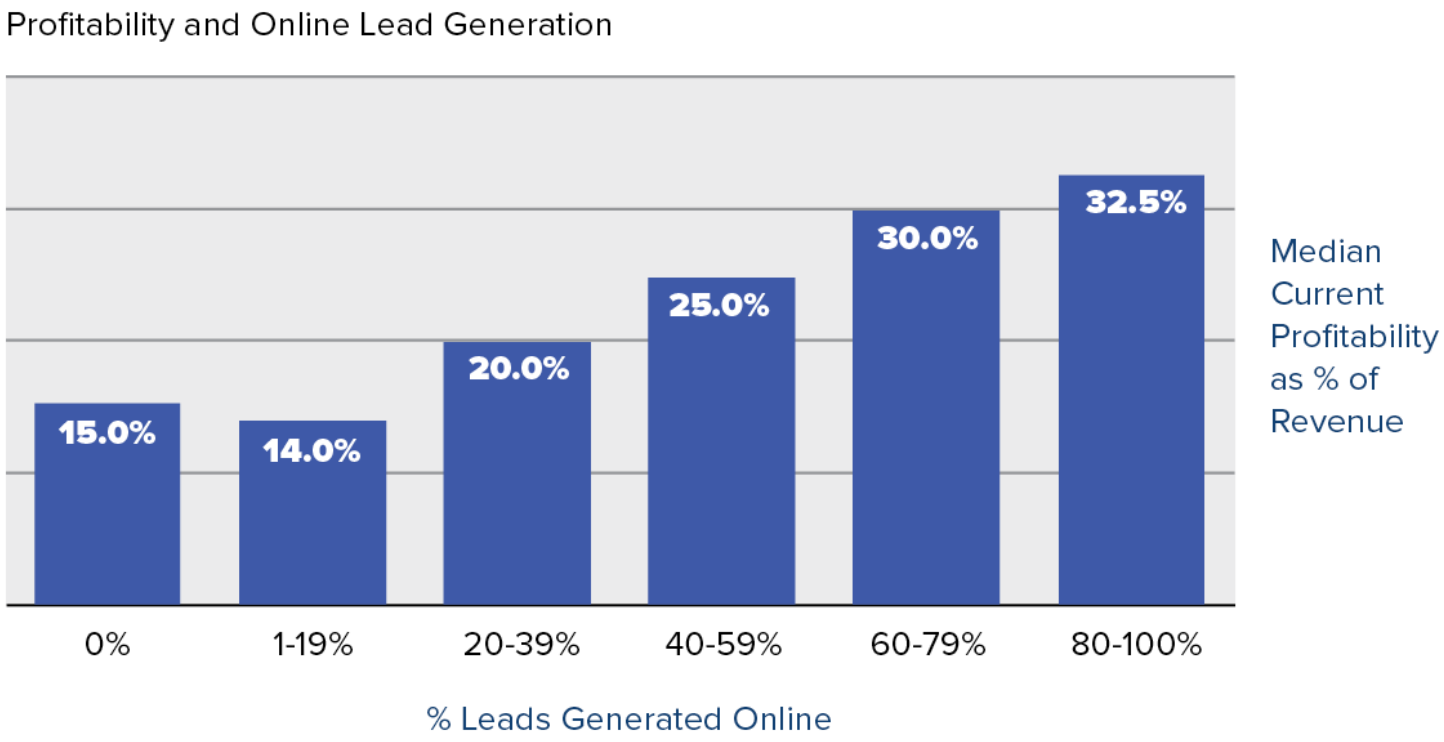
Why Online Marketing? Profitability



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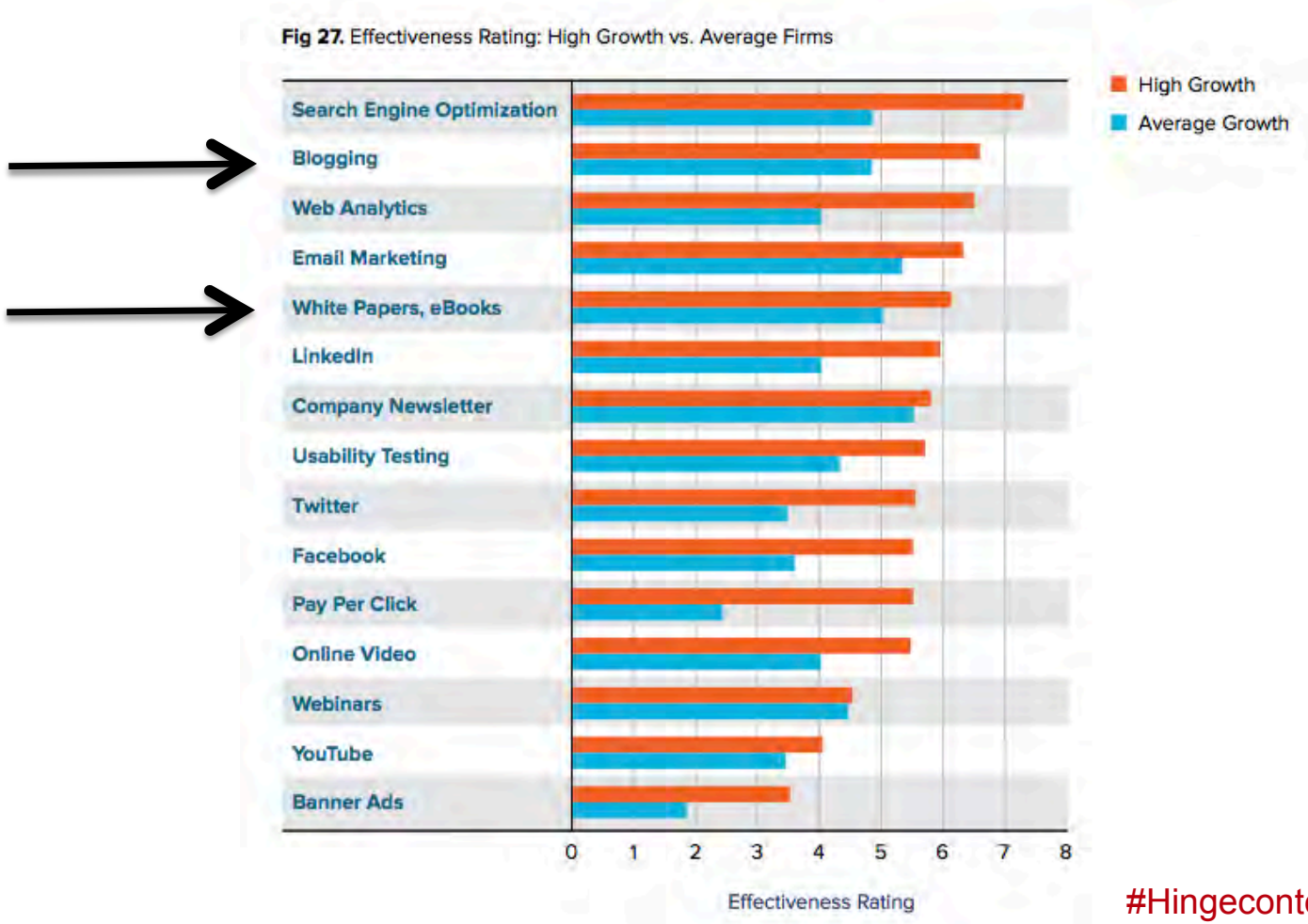
High Growth, Lead Generating Firms are Creating Content



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Building Trust Through Engagement

To succeed in an online world, you must learn to drive the right people to your site, convert them to leads, then educate them, engage them and earn their trust until — when they need your services — they request a proposal.
2. PROMOTE
Content
3. CONVERT
FORM
Name:
Email:
Request a Proposal
More Interaction
Phone Consultations • Assessments • Demos
Gather Contact Info
E-newsletters • Webinars • Ebooks • White Papers
1. CREATE
Attract Visitors
Via Blog Posts • Web Content • Articles • Video Downloads

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SocialTract
Expert Blogging Services for Small Businesses

To help transform marketers into publishers. Less renting, more owning.

EVENTS	MEDIA	CONSULTING

content marketing world

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Columbus, OH

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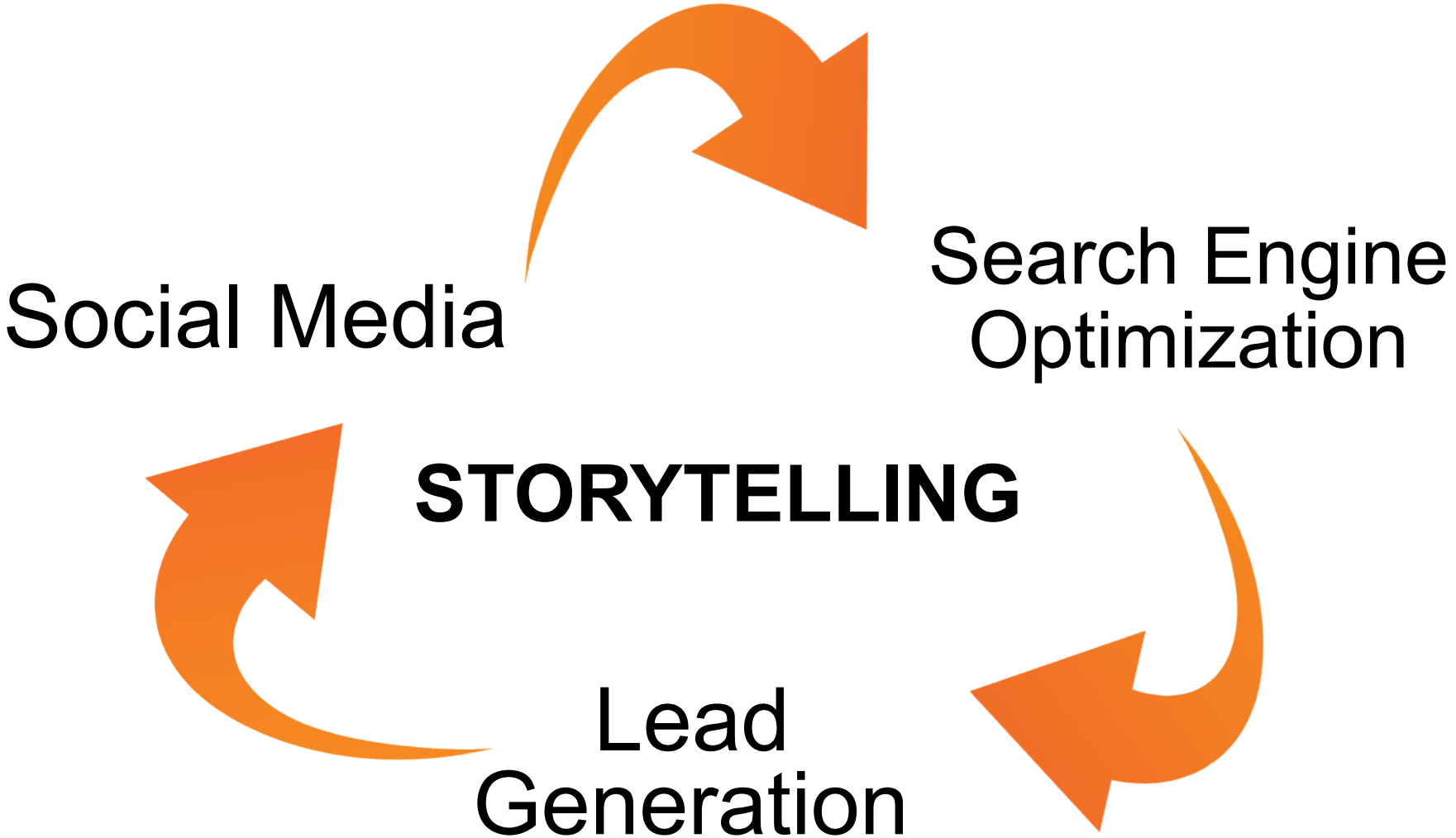
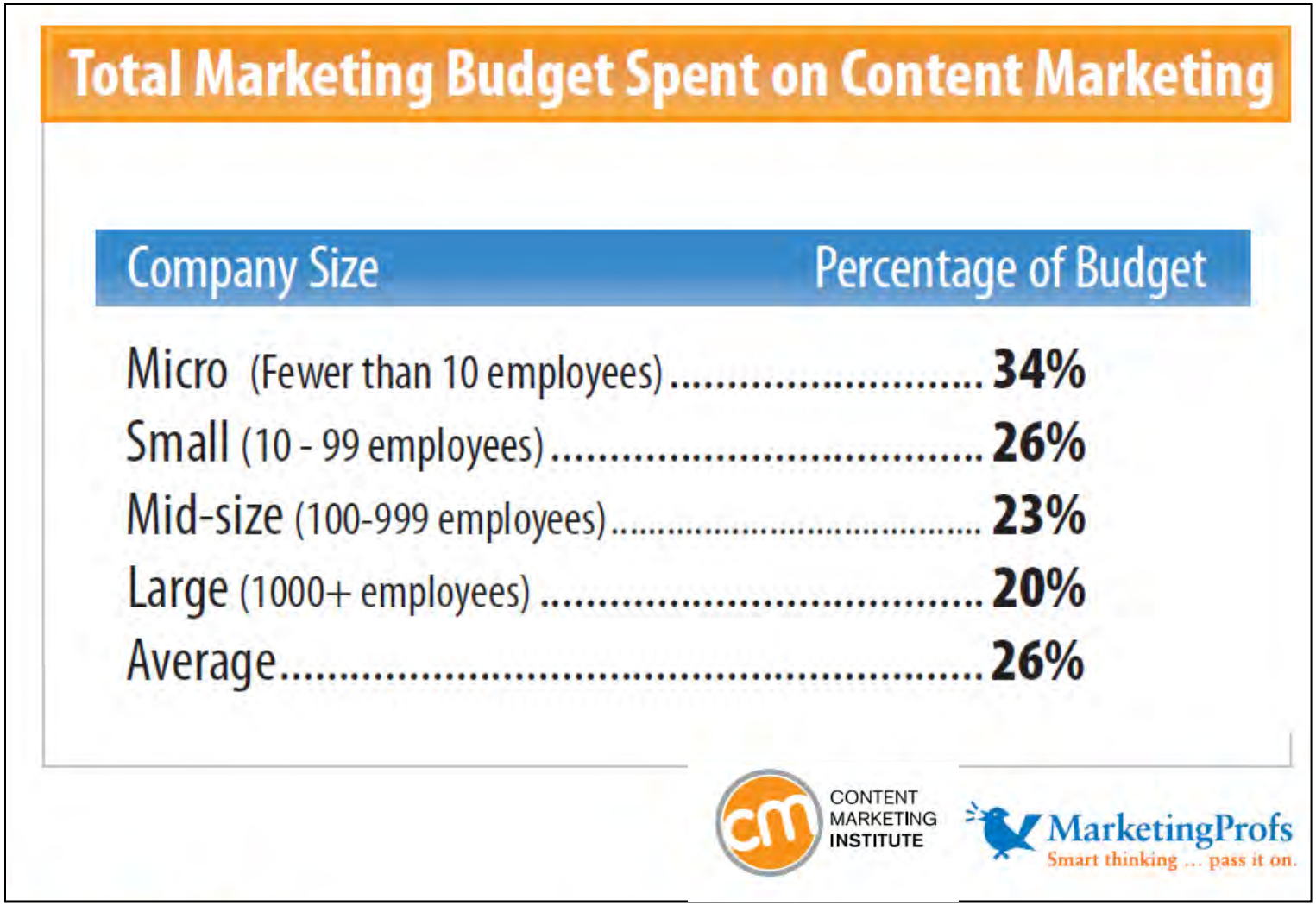
Three-Legged Success Stool



http://bit.ly/2012cmtrends


Total Marketing Budget Spent on Content Marketing
Company Size
Percentage of Budget
Micro (Fewer than 10 employees) 34%
Small (10 - 99 employees) 26%
Mid-size (100-999 employees) 23%
Large (1000+ employees) 20%
Average 26%
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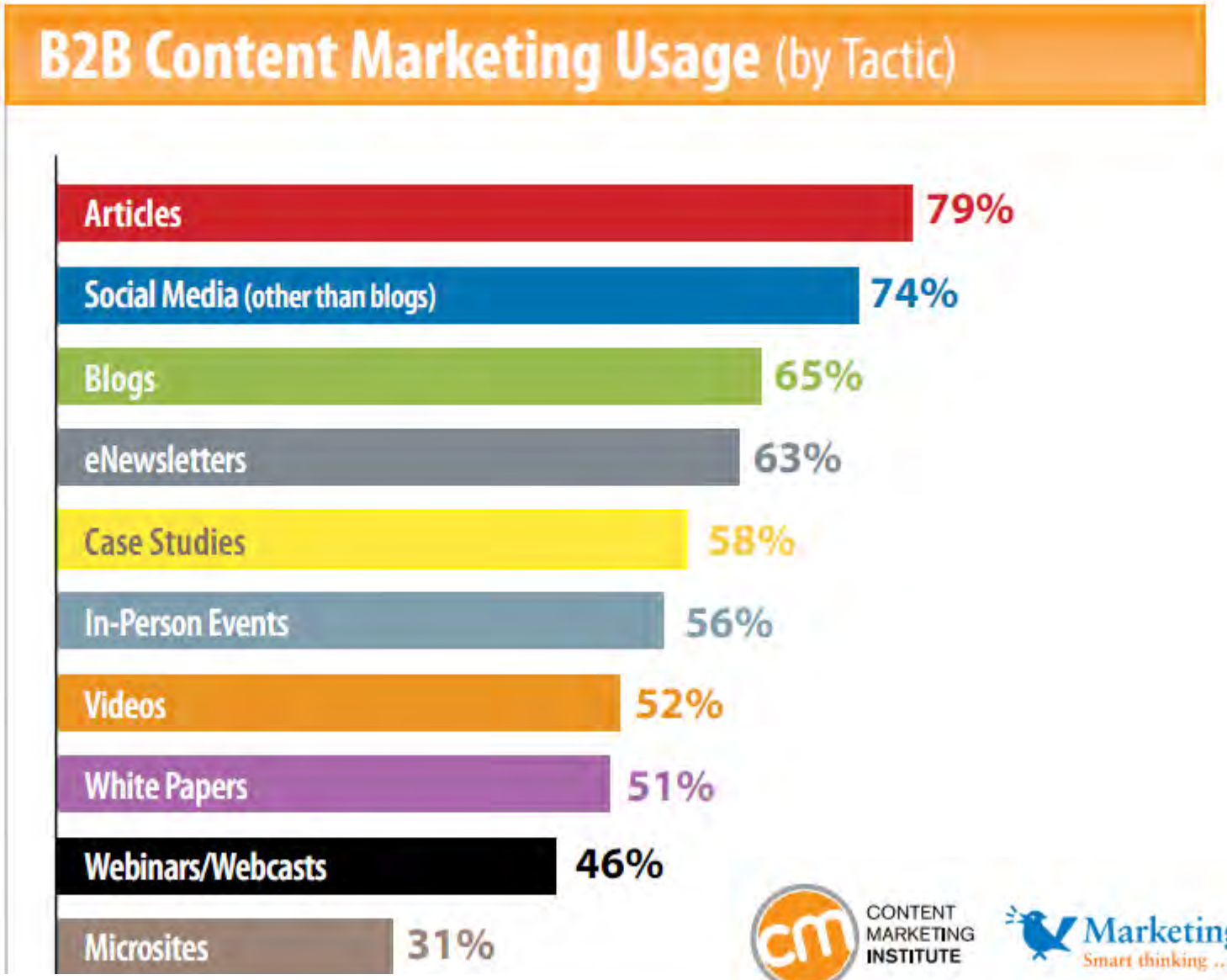
MarketingProfs
Smart thinking ... pass it on.

http://bit.ly/2012cmtrends

@juntajoe



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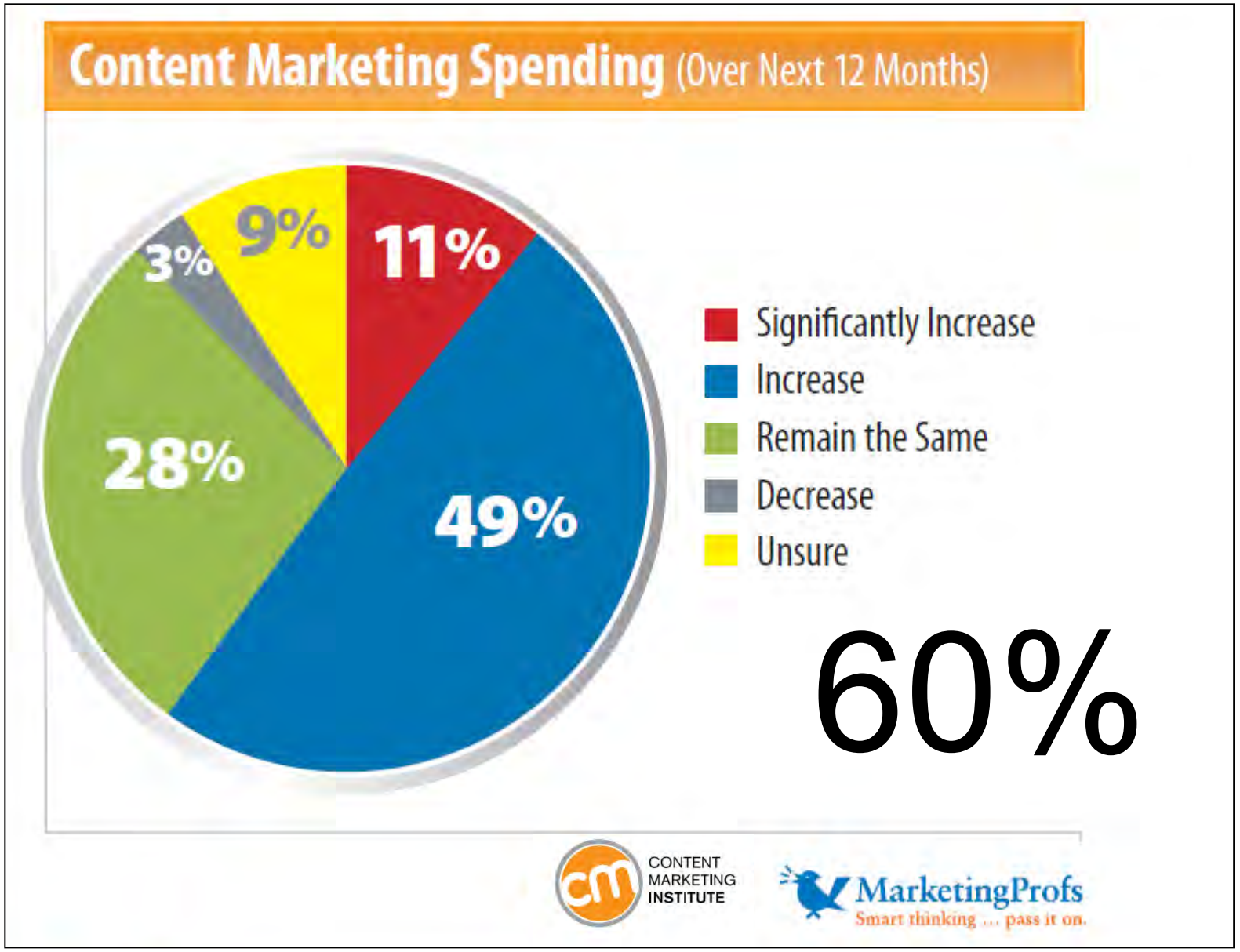

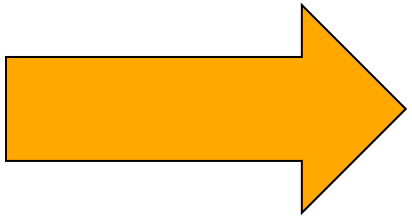

Biggest Content Marketing Challenge

	2011	2010
Producing the Kind of Content that Engages Prospects/Customers	41%	36%
Producing Enough Content	20%	21%
Budget to Produce Content	18%	20%
Lack of Buy-In/Vision from Higher-Ups Inside Your Company	12%	11%
Producing a Variety of Content	7%	9%
Budget to License Content	1%	NA

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Six Characteristics that Separate the Good to Great Content Marketers

1

The Focused, Non-Sales Content Mission & Platform

HOME made simple.
Fresh ideas to make your own

RSS | TV | Video | Partners + Products | Language

Food + Recipes | Home Organization | Crafts | Home Décor | Holiday + Party | Garden

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1 Pear Hand Pies 3 Ways
2 Color Story: Earth Tones
3 Simple Holiday Place Cards
4 Turkey Techniques
5 6 Easy Acorn Accents

Pear Hand Pies 3 Ways

October 25, 2011
1 Comments

Bake cute, pocket-sized pies in under an hour.

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Home Made Simple TV Series

Join host, Paige Davis, and her team of experts as they show everyday families and friends how to simplify their homes and lives.

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what's your FIT IQ?
See if you're up to speed on fitness basics.
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be active ARTICLES
Great reads about working out, getting fit & staying healthy
READ 'EM
get WORKOUT 411
got ?'s about workin' out? our experts have answers-- just ask em!
ASK YOUR QUESTION
my period
first period talk with mom
GET THE INFO
my beauty & style
let ur unique style shine
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LEARN ALL YOU NEED TO KNOW
the period diaries
your period ?'s answered
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Dad Stuff: The Aviator Jacket
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Keep track of every paint color in your home!

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By: Gin A. Ando November 08, 2011 FOOD & COOKING

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2

Give Away the Secret Sauce

"Having a Grocery List Doesn't Make You a Chef"

We Shouldn't Talk About Price in Our Content

River Pools
CATCH THE WAVE

Home | Company Info | Pool Info/Pricing | Photo Gallery | Pool Shapes | Happy Customers | Awesome Blog! | Free Stuff | Contact/Serv

"I just wanted to let you guys know that me, Kathy and the boys absolutely love our Sierra. Pool ownership has been an absolute dream. Can't wait to jump in this year." Randy Marshall Ashland Va. *Click Here to read more Client Testimonials*

To Learn Even More About Pool Costs and Prices See Our Blog!

How Much Does a Fiberglass Pool Cost?

One of the first questions potential pool owners want to know when they call o
much does a fiberglass pool cost? Although this is a very difficult questior
my best here to explain some general pricing guidelines.

The purchase of a swimming pool is m
vehicle or even a home. With so many
ranges can vary drastically. Just as a F
20k with just a basic package, it can qu
a shopper adds such items as power w
leather interior, chrome finishes, extenc
doors versus two, upgraded wheels, du
bedliner, built-in GPS system, etc, etc.
average American sells or trades-in the
five years of purchase, why do so many

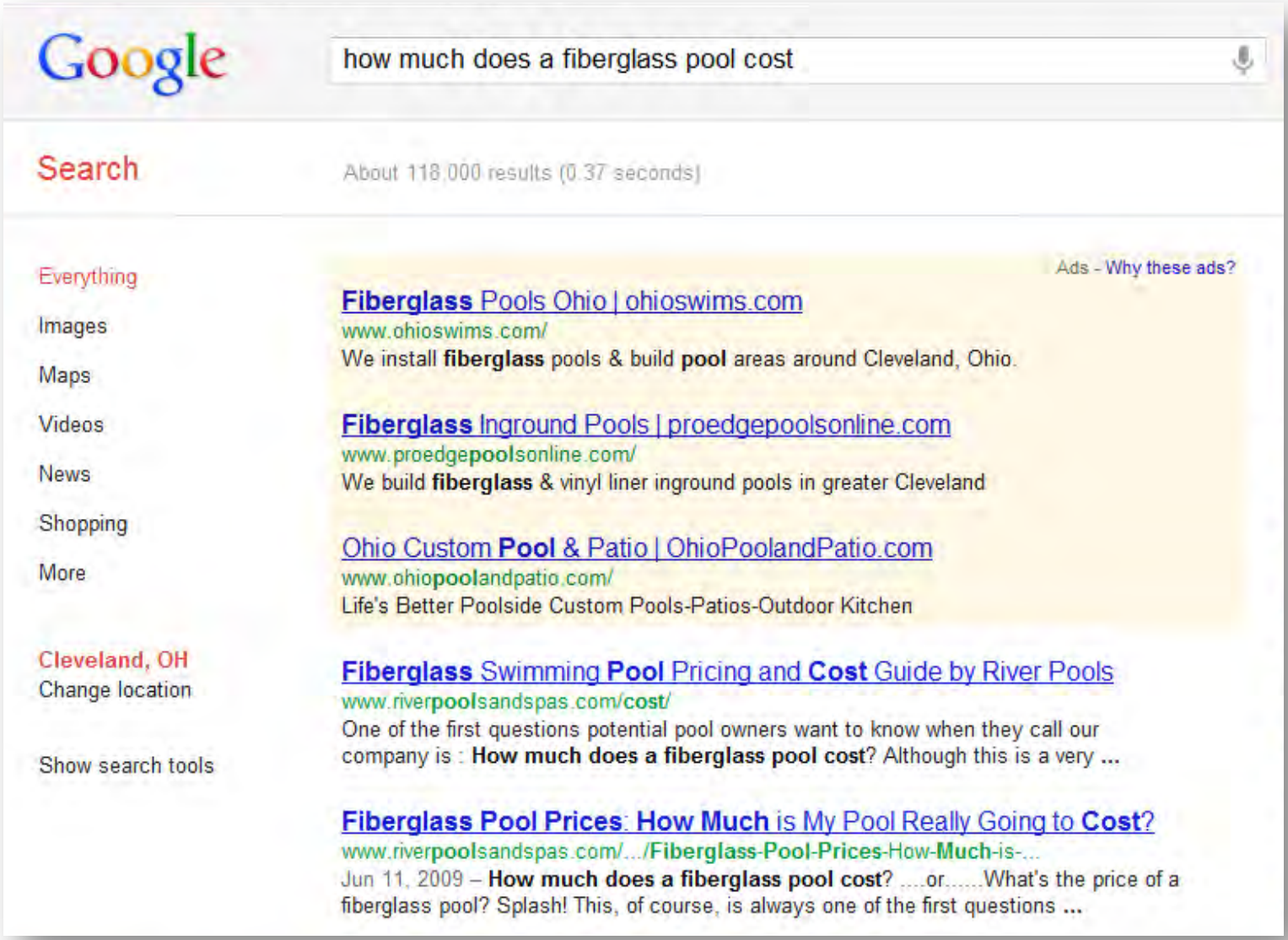
I mean by this is that as a company, we have four different packages we offer our customers. Unlike most pool companies, we will do as much or as little as our customers would have us do. This flexibility leads to less stress and more savings for the customer. The packages are as follows, with their corresponding price ranges:

1. Self Install: This package includes the pool shell, shipped to the homeowner's house, with all of the pool's equipment (ie. filter system, plumbing, etc). With a self-install, the homeowner is responsible for all labor involved with the project, including: excavation, setting of pool, backfilling, adding water, concrete prepping and forming, final grading, electrical, fencing, permits, etc, etc. Although the concep of installing a fiberglass pool is not very complex, it does require quite a bit of attention to detail and there is a small margin for error. I recommend self-installs to homeowners who are very skilled with excavation and construction knowledge, and have the needed equipment to facilitate the process. The average person spends between **$12,000-$30,000 on a self install**, based on the size of the pool an the options that come with it.

2. Pool Less Concrete Decking: This package includes pool shell, shipping, pool equipment, excavation, setting of pool, backfill, filling pool with water, installation and pool permit. The homeowner is responsible for concrete forming and prepping, final grading, cleaning of pool, electrical, and fencing. The price of this package typically ranges from **$20,000-$45,000**, again depending on the siz and options.

3. Pool w/Concrete: Package #3 includes everything mentioned in #2, but it also includes the concrete decking, pool cleaning, and final grading. Most homeowners will spend on average **$30,000- $65,000** for package #3.

4. Turn-Key: Understanding that many homeowners would rather just deal with one company instead of many, we at River Pools and Spas are one of the few companies that will offer our clients true 'turn-key' pool installations. In this package, all that is found in package #3, as well as fencing and electrical are included. Most customers will spend **$35,000 - $85,000** for a turn-key project, with a large majority falling in the $45,000 - $65,000 price range


Google
how much does a fiberglass pool cost
Search
About 118,000 results (0.37 seconds)
Everything
Images
Maps
Videos
News
Shopping
More
Cleveland, OH
Change location
Show search tools
Ads - Why these ads?
Fiberglass Pools Ohio | ohioswims.com
www.ohioswims.com/
We install fiberglass pools & build pool areas around Cleveland, Ohio.
Fiberglass Inground Pools | proedgepoolsonline.com
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We build fiberglass & vinyl liner inground pools in greater Cleveland
Ohio Custom Pool & Patio | OhioPoolandPatio.com
www.ohiopoolandpatio.com/
Life's Better Poolside Custom Pools-Patios-Outdoor Kitchen
Fiberglass Swimming Pool Pricing and Cost Guide by River Pools
www.riverpoolsandspas.com/cost/
One of the first questions potential pool owners want to know when they call our company is : How much does a fiberglass pool cost? Although this is a very ...
Fiberglass Pool Prices: How Much is My Pool Really Going to Cost?
www.riverpoolsandspas.com/.../Fiberglass-Pool-Prices-How-Much-is-...
Jun 11, 2009 – How much does a fiberglass pool cost? ....or.....What's the price of a fiberglass pool? Splash! This, of course, is always one of the first questions ...

David vs. Goliath?

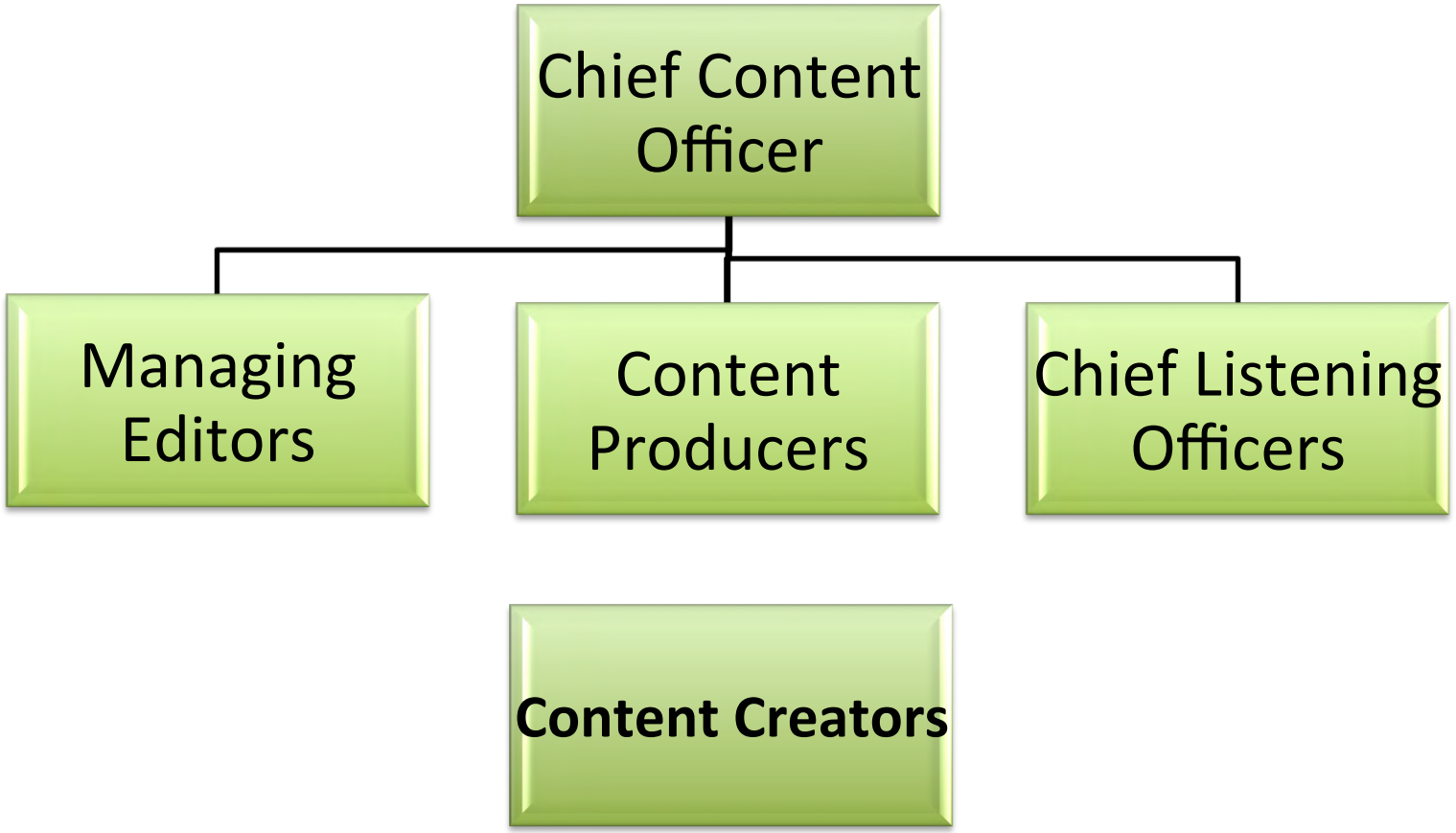
KEYWORD	RIVERPOOLSAN... RANK	VIKINGPOOLS.... RANK	TRILOGYPOOLS RANK	SANJUANPOOLS RANK	LEISUREPOOLS... RANK	SUNPOOLS RANK
fiberglass pools virginia	1	20	100+	21	2	100+
fiberglass swim spa	44	39	36	12	100+	10
fiberglass swimming pool cost	1	100+	100+	23	5	100+
fiberglass vs concrete pools	1	100+	100+	100+	18	100+
fiberglass vs. concrete pools	1	100+	100+	100+	18	100+
hawaiian fiberglass pools	56	8	100+	100+	100+	100+
how much do above ground pools cost	1	100+	100+	100+	100+	100+

3

The Chief Storyteller

The content marketing team….

Typical roles within your existing team…



Social Media
Public Relations
Marketing
Email
Mobile
Search

Example….

Joe Chernov
Vice President, Content Marketing
Eloqua

"Joe is responsible for identifying, sourcing and distributing Eloqua's market-facing content over all relevant social channels. He also oversees public relations, analyst relations and social media. Joe doubles as @eloqua on Twitter. He co-chairs the Word of Mouth Marketing Association's member ethics panel and speaks at conferences and universities about social media and marketing ethics."

Example….

Rob Yoegel
Content Marketing Director
Monetate

monetate

Solutions Products Why Monetate? Resources

About Us Leadership Board & Advisors Press Room

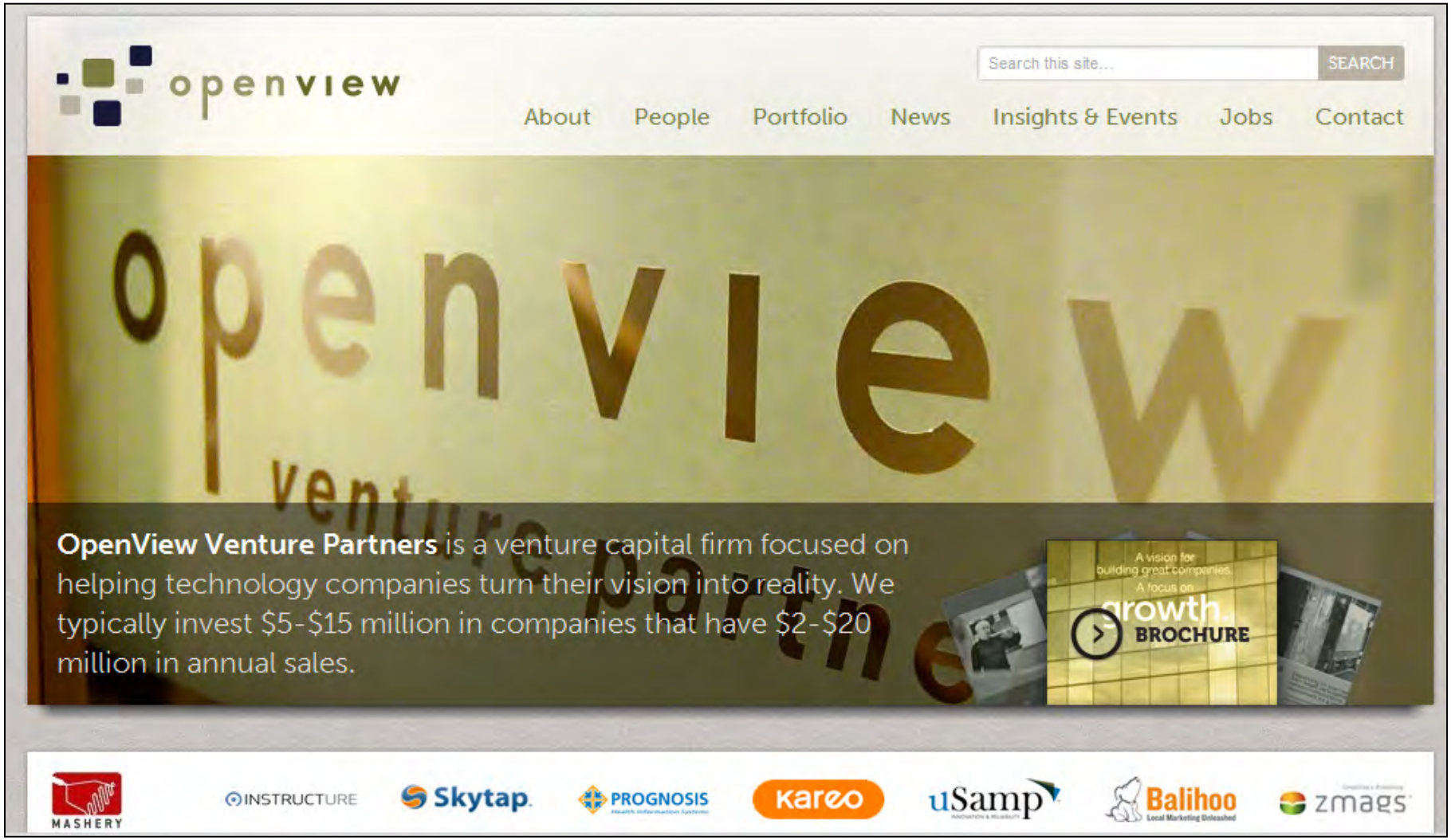
Monetate Adds Publishing Industry Veteran Rob Yoegel as Content Marketing Director

Philadelphia, PA October 19, 2011 – Monetate, the leading provider of testing, targeting, and personalization solutions for websites, today announced that Rob Yoegel has joined the company as Content Marketing Director. Yoegel, a seasoned professional with over two decades experience in the publishing industry, will be responsible for leading Monetate's content development and distribution initiatives.

"With Monetate, enterprise websites finally have the agility to deliver a unique customer experience free from IT complexity," said Blair Lyon, VP of Marketing. "By sharing our best

4

Leveraging Employees in Content Creation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Skytap
PROGNOSIS
kareo
uSamp
Balihoo
zmags

FEATURED BLOGGERS

- Jeremy Aber
- Igor Altman
- Mark Barry
- Katie Cohen-Hausman
- Jessica Danforth
- Vlad Djuric
- Kobie Fuller
- Daniel Killeen
- Amanda Maksymiw
- Adam Marcus
- Scott Maxwell
- Glenn Michael
- Cynthia Mignogna
- Jillian Mirandi
- Tavish Mortimer
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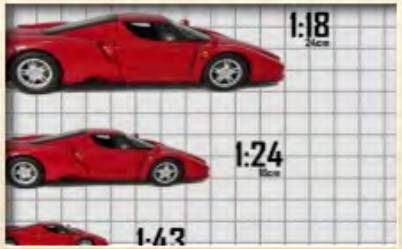

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e 14 Hubspots Mike Volp 0:00

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episode #14

Episode 14: Hubspot's Mike Volpe Explains Inbound Marketing

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- Average 24 posts per week/90% participation
- 850% increase in site visitors in last 18 months
- 10,000+ enewsletter subscribers with 25% open rate
- Over 1,000 published blogs, articles, videos and podcasts

More Closed Business, Shorter Sales Cycles

5

Building the Influencer or Customer Community

(a focus on referral traffic)

by Robert Bruce | 21 Comments

8 Quick Tips for Writing Bullet Points People Actually Want to Read

532 Tweet 46 Share 22 +1

It's a Twitterized world, we're just living in it.

Blog posts, Tweets, quick videos, Google+, the Facebook Timeline, and tens of thousands of images pinned to digital boards are flying past us faster than we can read them.

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SocialMedia Examiner

Your Guide to the Social Media Jungle

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4 Ways to Increase Your Facebook Page Visibility

By Andrea Vahl
Published February 7, 2012

Have you noticed less interaction on your Facebook page in the last few months?

Getting your updates to appear in the coveted news feed is more challenging than

1,266

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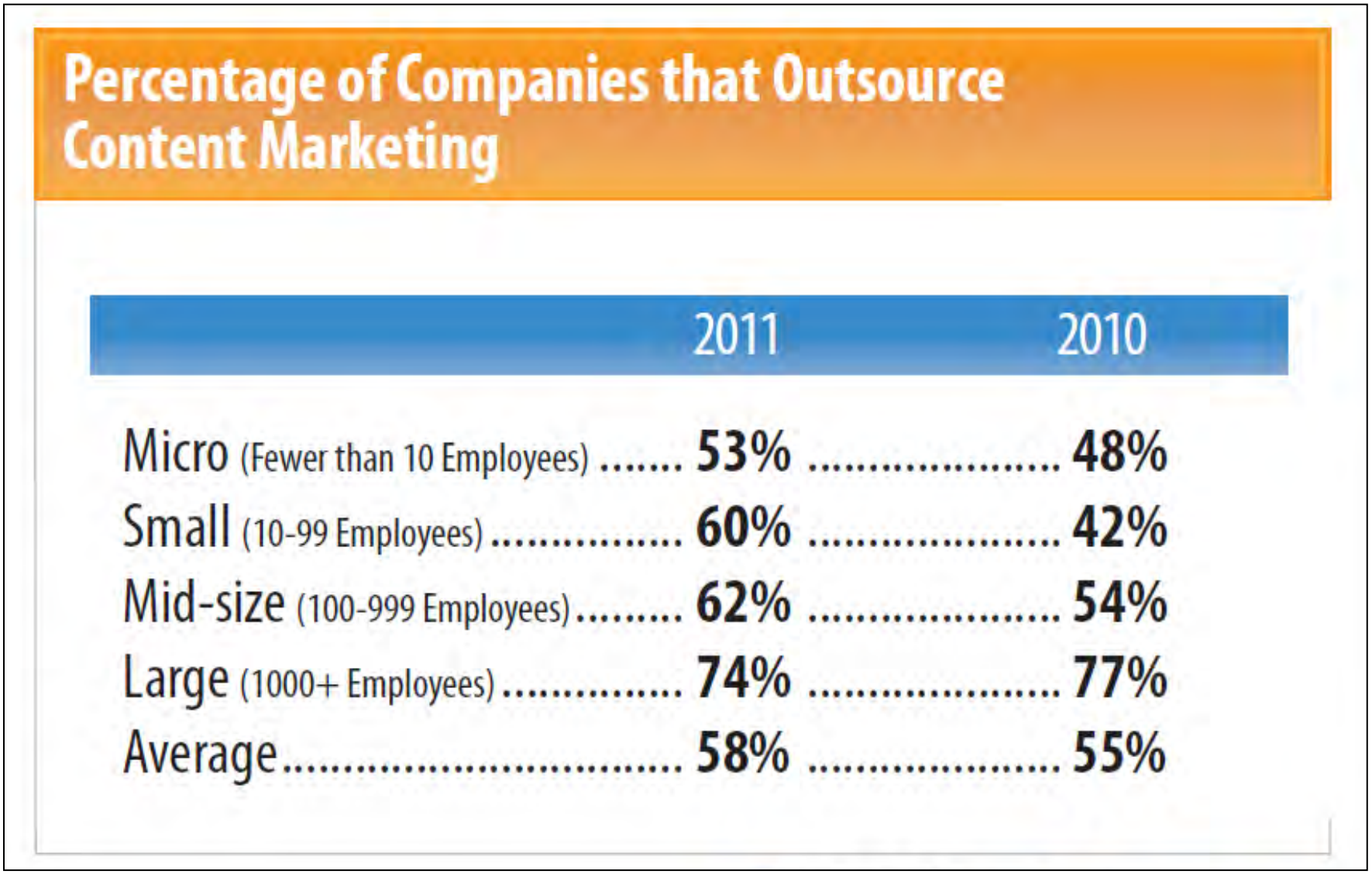
Percentage of Companies that Outsource Content Marketing
2011
2010
Micro (Fewer than 10 Employees) ..... 53% 48%
Small (10-99 Employees) ..... 60% 42%
Mid-size (100-999 Employees) ..... 62% 54%
Large (1000+ Employees) ..... 74% 77%
Average ..... 58% 55%

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« The Essential Playbook for Winning the Content Marketing Super Bowl
| 4 Critical Steps to Seducing Your Customer with Passionate Storytelling »

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The Essential Guide to Meta Descriptions that Will Get You Found Online

By BRAD SHORR | *Published:* FEBRUARY 2, 2012

If you think meta descriptions are no longer important, this post may change your mind. In fact, with the rise of social media, they are more valuable than ever.

Meta descriptions are little snippets of text (about 155 characters) that appear in search engine results and with links shared on social media and bookmarking sites. Although they have very little pure SEO value, meta descriptions are still important for communicating your brand message and for conversions — i.e., getting people to click on your links.

Meta descriptions in action

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Author: **Brad Shorr**

Brad Shorr is Director of Content & Social Media for Straight North, a Chicago marketing agency. Specializing in B2B, the agency has clients in niche industries such as cold weather clothing and truck tracking software. Brad is an experienced content strategist, respected blogger, and SEO copywriter. Connect with him on Twitter @bradshorr.

Other posts by Brad Shorr

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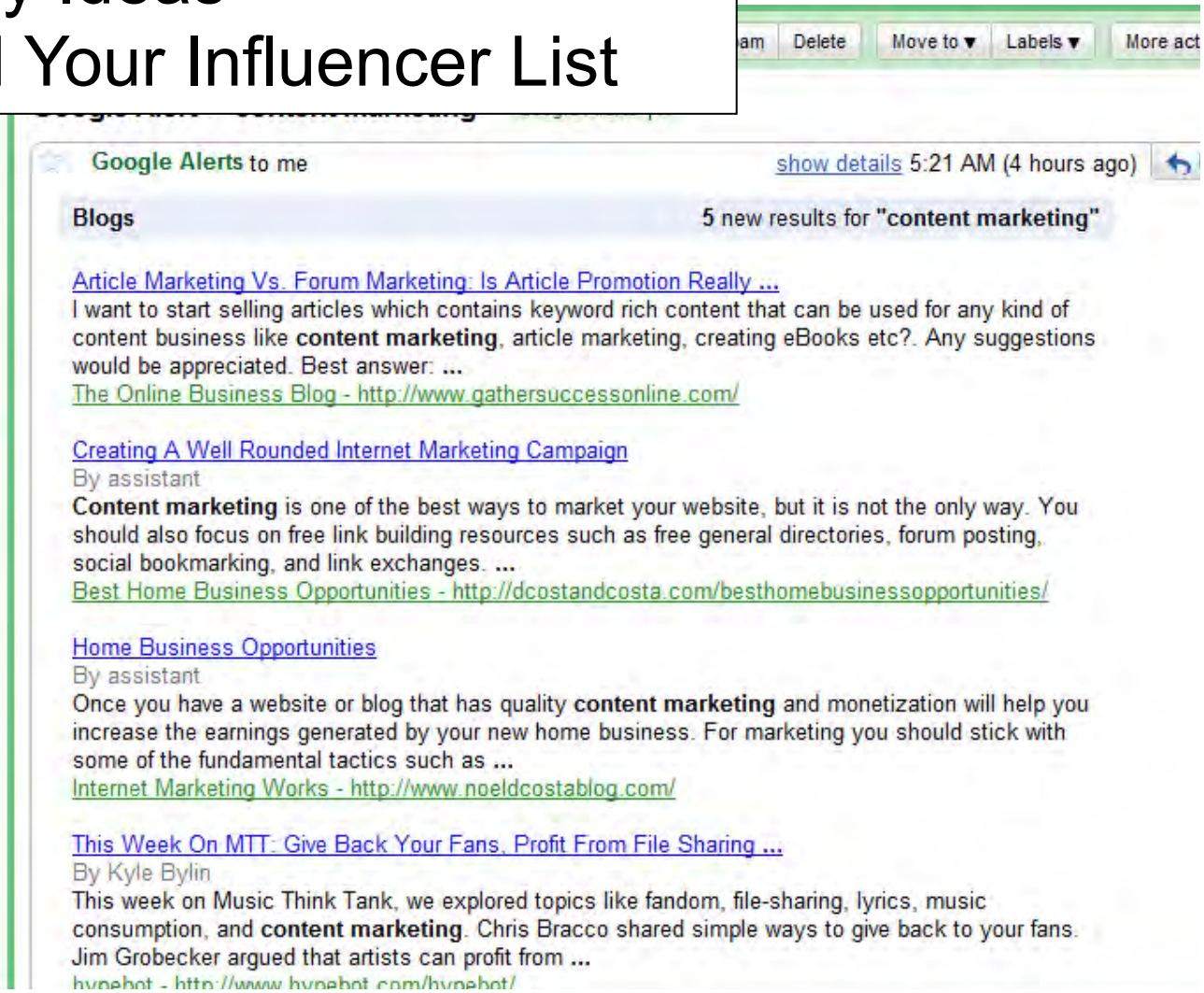
- Listen to Share Relevant Content
- Listen for Story Ideas
- Listen to Build Your Influencer List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The Online Business Blog - http://www.gathersuccessonline.com/
Creating A Well Rounded Internet Marketing Campaign
By assistant
Content marketing is one of the best ways to market your website, but it is not the only way. You should also focus on free link building resources such as free general directories, forum posting, social bookmarking, and link exchanges. ...
Best Home Business Opportunities - http://dcostandcosta.com/besthomebusinessopportunities/
Home Business Opportunities
By assistant
Once you have a website or blog that has quality content marketing and monetization will help you increase the earnings generated by your new home business. For marketing you should stick with some of the fundamental tactics such as ...
Internet Marketing Works - http://www.noeldcostablog.com/
This Week On MTT: Give Back Your Fans, Profit From File Sharing ...
By Kyle Bylin
This week on Music Think Tank, we explored topics like fandom, file-sharing, lyrics, music consumption, and content marketing. Chris Bracco shared simple ways to give back to your fans. Jim Grobecker argued that artists can profit from ...

Top 42 Content Marketing Blogs

The Junta42 Top 42 Content Marketing Blogs list highlights the best bloggers on the web discussing content marketing. Each blog on the list has been rated by our expert staff in terms of content strength, depth, regularity and, to a very small extent, popularity.

RANK	BLOG NAME	FOCUS	
1	Convince and Convert	Social Media	[get badge]
2	TopRank Blog	Online Marketing	[get badge]
3	Brian Solis	Social Media/Public Relations	[get badge]
4	Conversation Agent	Marketing - General	[get badge]
5	Marketing Experiments	Research	[get badge]
6	Copyblogger	Copywriting - Blogs/Blogging	[get badge]
7	Social Media Examiner	Social Media	[get badge]
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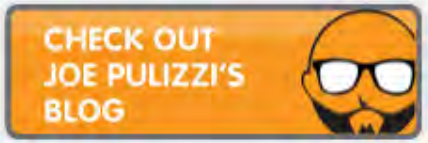

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By FELIN THOROGOOD AND ERIK BRATT | *Published:* JANUARY 9, 2012

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Inside the Mind of the Content Engineer

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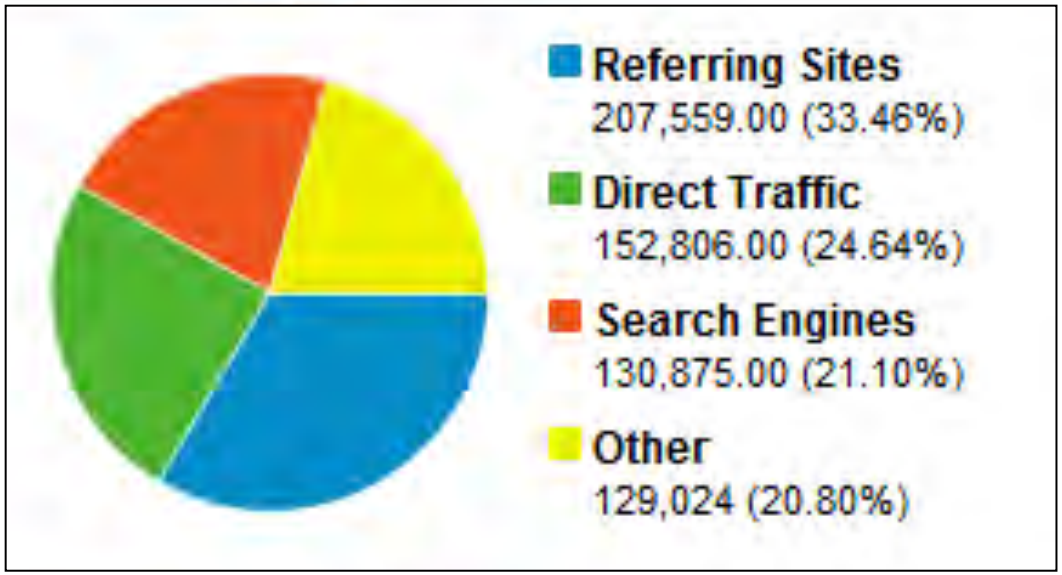

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